

ABSTRACT

An image control processing section controls a game playback device to employ an advertising image being an image for advertising a product or a service, as a character image used in a game screen. The image control processing section comprises an

5 advertising image information database that stores advertising image information, which is information related to a product or service including advertising image data, and an advertising image selection device that selects an advertising image of a product having a better advertising effectiveness from the advertising image database, by referencing

information from among; information related to a store where a user terminal is installed,

10 a period of time, a date, a day of the week, and a time elapsed from when a user using a user terminal sits down, taken as a start time.